

# shipping MANAGEMENT

## READERS' ROUTER

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THE "HOW-TO" PUBLICATION OF PACKAGING, TRAFFIC AND SHIPPING



Multi-million orders are routine at the Ever Ready Label Plant in New Jersey. Above: stock scans. Complete story on Page 10

**MULTI-MILLION UNIT ORDERS ROUTINE IN LABEL PLANT  
PRIVATE VS. PUBLIC CARRIERS—A DISCUSSION**

**JULY 1955**



## "Now, mailing's a cinch—without stamps!"

- "Leave me borrow your crying towel while I weep for my shipping-room pals who have to mess around with ordinary postage stamps, pulling them apart, picking out the different denominations, adding them up to see if they come to the right amount, smearing them on the parcels—and finally, dragging home late... often *hours* late!"
- "I used to be a sad sack, too, until the man showed us life could be beautiful with a Pitney-Bowes postage meter."
- A postage meter is a good idea for *any* shipping department, large or small. It prints the exact postage needed on special gummed tape, with a dated postmark which is proof of your shipping date, and which helps speed your parcel post through the post office.
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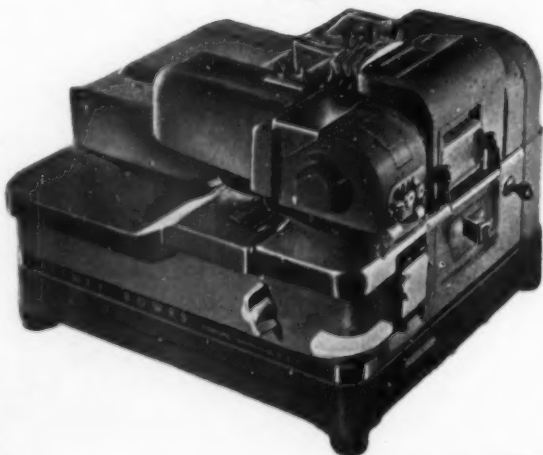
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# PACKING A PUNCH

A NINE POINT check-list of factors which might cause obsolescence in handling methods was offered by a physical distribution expert at the Sixth National Materials Exposition in Chicago recently.

John D. Sheahan said: "Any change in the manner in which an article is manufactured, warehoused or merchandised may obsolete the handling process developed for that article. It's as important to recognize and correct obsolete methods as it is to replace obsolete equipment. The best way to do this is to analyze and review handling methods objectively and periodically, just as equipment is inspected regularly."

Mr. Sheahan advised that materials handling methods be evaluated and re-engineered when changes occur in:

1. Characteristics of customers' orders. The trend is toward smaller orders, placed with greater frequency. Shipments are smaller, and more broken-case lots must be handled.

2. Product lines. Diversification multiplies the number of items a company must store and handle.

3. Merchandising policies. Sales promotions create new demand patterns that have an impact on warehousing and shipping.

4. Inventory policies. Decisions to increase or decrease stocks, to open branch warehouses, or to ship direct to customers are immediately reflected in the flow of materials through warehouses and across docks.

5. Manufacturing processes. Changes in production rates and techniques must be matched by new provisions for storage and handling of in-process goods.

6. Availability of new types of raw materials, which may not lend themselves to handling methods previously employed.

7. Facilities. Frequently the justification for new construction, or modification of an existing structure, is that it will make possible improved and more economical forms of storage and handling.

8. Transportation. The packaging and size of handling unit are often dependent on the type of carrier selected.

9. Availability of new types of handling equipment. Many handling methods that are theoretically possible become practical and economical only after further development of required equipment.

JULY, 1955

## shipping MANAGEMENT

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### CONTENTS

Packing A Punch .....	3
For Better Shipping .....	4
How Industrial Needs Determine Use of Private Vs. Public Carriers .....	7
<i>By A. G. Anderson</i>	
Planned MH Procedures Give Plant 20% More Storage .....	9
Multi-Million Unit Orders Are Routine In Label Plant .....	10
How Wire Stitching Machines Are Used In Some Types of Packing .....	12
Tuning In .....	14
D. R. Dominie's "Listen, Mr. T.M." .....	15
New Products, Ideas & Services for July, 1955 .....	16
News & Promotions of Companies and Associations .....	18
Traffic Tower .....	25

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A HOFFMAN PUBLICATION

# FOR BETTER SHIPPING

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**TAPE DISPENSER** manufacturer wants you to try anyone of his three tape machines for a three day trial. To get in on this **FREE OFFER** check 5.

\* \* \*

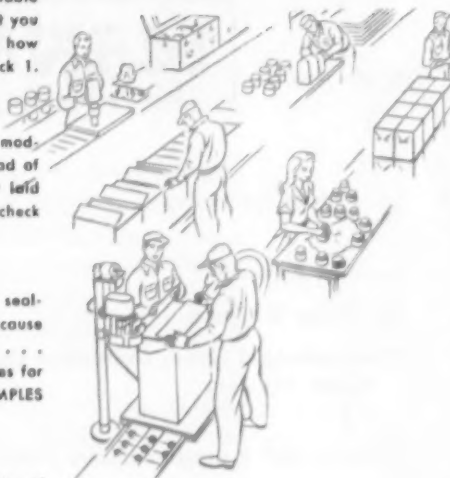
**LOW COST SEALER** offered by manufacturer was two years in the making. Has all the features of heavy duty machines with one exception: the price. Features include, visual auxiliary water reservoir, feed stop for predetermined lengths up to 30", dispenses 1" to 3" width tape. For **FREE BOOKLETS** check 6.

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**QUALITY GUMMED TAPE** that offers color variety and uniformity is what you look for in a tape. Test this high standard tape that sells at standard tape prices, check 8 for **FREE SAMPLE ROLL**.



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**ONE-HAND TACKING** is faster and cheaper. This product has rapid gripping action and take-up jaw for low maintenance. 36 different models and 80 staple sizes for any use. Check 10 for **FREE BOOKLET**.

\* \* \*

**HERE'S THE ANSWER** to your identification problems. A new type stencil which will also speed your product handling. Also, cuts down shipping loss and delays. For **FREE** stencil cut with your name and address plus information check 11.

\* \* \*

**POWERFUL ADHESIVE** makes this superstandard gummed sealing tape part of the carton. One thickness reinforces the vital spots of the carton. Test a **FREE ROLL** in your own machines by checking 12.

\* \* \*

**USEFUL WALL CHART** handily answers questions about new postal rates and all other mailing info. The 4th Class Rates cover latest revision. Receive **FREE CHART** by checking 13.

**ALL-AROUND PROTECTION** against moisture is offered by these water-proof papers made in conformity with government specifications. They are outstanding for wrapping, covering and car lining purposes. For **FREE INFORMATION**, check 14.

\* \* \*

**LABEL MOISTENER** . . . Three big advantages: cuts waste of labels; speeds labeling operations and easiest moistener to maintain. No brush, no plastic or metal rollers. Two models—for regular gummed and double gummed. **FREE INFO** by checking 15.

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**MAILING BOXES** . . . no wrapping, no sealing—just fill, close, clip and label. May be ordered with or without closure clips. For Registered, First Class and sealed parcel post, use these mailers with gummed flaps. **FREE QUOTATIONS** and details by checking 16.

\* \* \*

**AUTOMATIC TACKERS** . . . that offer speedy, one hand operation enable you to do more work with fewer workers. This company offers a wide range of air, gun and hand tackers and has a money-saving **FREE** maintenance service. For complete story **FREE**, check 17.

\* \* \*

**INTERIOR PACKAGING MATERIAL** . . . New, economical, general purpose interior packaging material at a price that challenges low-cost materials. Offers complete range of standard thicknesses; available in rolls or sheets and widths from 2" to 60". **FULL FREE LITERATURE**, check 18.

\* \* \*

**CASE NUMBERER** . . . that prints big, readable, indelible serial number on rough wood, cardboard and all shipping papers. Utilizes large rubber figures, is automatic and self-inking. Complete line of models and all prices contained in **FREE CATALOG** which is yours, check 19.



35 years ago they told me:

**"YOU HAVE LESS  
THAN A YEAR  
TO LIVE!"**

"MUST HAVE BEEN back in 1919 or '20. Hopeless case of diabetes. No known cure . . .

"BUT HERE I AM. They found a treatment—insulin—in time. Today, *nobody* has to die of diabetes.

"CANCER, I know, is a tougher problem. But the laboratories can lick that one, too—with our support. Already, they're curing people who would have been done for a few years ago. Last year—thanks to \$5,000,000 allocated by the American Cancer Society from our contributions—they found out a lot more . . . though there's still a long way to go.

"THEY NEED MONEY, though. \$5,000,000 is still less than 4 cents per American *per year*. Not enough. Not enough to find the answer *fast* enough—230,000 Americans are going to die of cancer *this year*, they say.

"I'M NOT RICH, but I gave 'em \$50 last year—hope to do better this time. After all, where would *I* be if the laboratories working on diabetes, that time, hadn't been given enough support—?"

### Cancer

MAN'S CRUELEST ENEMY

Strike back—Give

#### AMERICAN CANCER SOCIETY

##### GENTLEMEN:

- ☐ Please send me free information on cancer.  
☐ Enclosed is my contribution of \$..... to the cancer crusade.

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Address.....

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# Two new M-J tapes for center strip sealing under Rule 41

## M-J Hyflex Glas-Tape

... **asphalt** laminant means higher resistance to moisture, mildew. Ideal for heavy materials, boxed machine parts, fabrications.

## M-J Super Glas-Tape

... **non-asphalt** means non-staining. Perfect for packaging foods, clothing. Resin Laminant adds flexibility — more speed with less fatigue.



## Other M-J Sealing Tapes

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- M-J Tanglefoot
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All available plain, colored or imprinted. Sample Roll on Request . . .

No Obligation. Drop Postcard to:

The Rule 41 amendment permits shippers to seal cartons with two strips of tape (one for each center seam) when a glass or fibre reinforced tape is used.

McLaurin-Jones gives you two glass reinforced sealing tapes acceptable under Rule 41 for two-strip seam sealing.

Both tapes have rugged glass fibres embedded in a mesh pattern that gives added strength in all directions. Both Hyflex Glas-Tape and M-J Super-Glas are extremely flexible, easy to apply and grab quickly.

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# McLAURIN - JONES TAPES

## How Industrial Needs Determine Use of Private Vs. Public Carriers

By A. G. ANDERSON,

Traffic Manager,

Socony-Vacuum Oil Co., Inc.

THE FACT THAT MY COMPANY EMPLOYS PRIVATE as well as public transportation may tend to give me a better view of the whole field than is generally available to an individual engaged in only one of these two types of transportation. And the responsibility of my company to the public compels me to keep uppermost in mind the interest of the entire public, in the conviction that in the long run he profits most who serves best. I'd like therefore to discuss private transportation as performing a useful and essential function in the health of the whole American transportation system.

### Among World's Wonders

That system is among the wonders of the world — such a wonder, in fact, that most Americans simply take it for granted, because the very efficiency of this system has kept transportation costs so low as to make them a relatively small part of the purchase price of most goods. Mass production without mass transportation would be of little value and perhaps would not even be possible at all. Transportation is the link between raw materials and the factory on the one hand, and the factory and the market place on the other.

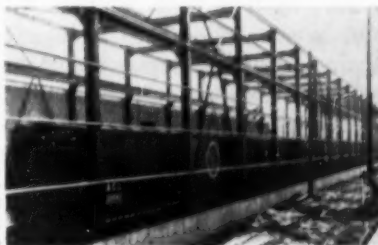
We have in this country the most highly developed public transportation system in the world,

created by the enterprise of those who, unlike ourselves, have made transportation as such their primary business. That business, which requires a tremendous aggregate investment, must be profitable in itself. Yet facilities which would be a poor investment for a public carrier who has no direct control over traffic flow may nevertheless be sound for a business which can integrate its own transportation facilities with its production and marketing plans.

So it is that, extensive as the facilities of common and contract carriers are, the production

### Rail Cars Loaded Under Cover

Vulcan Stamping & Mfg. Co., manufacturers of steel shipping coils and drums have now under construction a new addition to their plant which will allow all railroad cars and additional motor trucks to be loaded inside under cover. The structure is 460 feet in length and will be covered with aluminum and fibre glass. In addition, an overhead crane-way is incorporated in the structural steel, running the full length of the building, to facilitate unloading of steel, raw materials and machinery. Modern, up-to-date lighting fixtures are planned to permit 24 hour loading of freight cars and trucks.



## Locomotive Mrs. Move Product With—Of Course, Power Trucks



This 42" gauge Plymouth FHG 6-ton locomotive, just off the Erecting Room floor of Plymouth Locomotive Works, Plymouth, Ohio, is quickly and easily transported by a team of pneumatic tired work lift trucks. Locomotives are made in track gauges from 23" to 66", track and turntable will accommodate only 36" and 56 1/2" gauges. Formerly odd-gauge locomotives were lifted onto a dolly, then pushed along the tracks by a tractor. Now the lift trucks carry the locomotives first to the paint shop and from there to a flat car for shipment.

and distribution requirements peculiar to particular commodities often demand private transportation facilities operated by those responsible for production or marketing or both. The petroleum industry — and I cite this because I am most familiar with it — uses more private carriage by water, pipeline, and highway than any other industry in America.

Yet, strange as it may seem, I doubt that any petroleum company really wants to be a carrier as such. Certainly Socony-Vacuum doesn't. Only when public carriers are not in position to perform the specialized transportation service required do oil companies invest money in transportation facilities, when we have so many other places to put our money. Socony-Vacuum, which I mention because I have figures, at the end of 1953, owned and operated over 7,000 motor vehicles, 39 tank barges, and over 14,000 miles of pipelines, and worldwide owned 25 ocean-going tankers, all representing a total gross investment of more than \$300,000,000. This investment is productive only so long as it permits distribution economies not obtainable from public carriage.

And so it is with all industries that furnish and operate their own transportation facilities. You and I are not interested in expanding private carriage for its own sake. Our aim is to reduce the amount and cost of all transportation our companies require. Goods are produced for sale, not for transportation. The less one has to spend on transportation, the more efficiently he can deliver his goods in the market place, expanding the market to his own profit and that of the consumer. Additionally, all of us using private carriage are willing and even eager to turn our transportation over to public carriage whenever

a public carrier convinces us he can render the same or better service at lower cost.

This, it seems to me, is the meaning of the "primary business" test. Motive, not outward appearance, determines whether or not we are, in fact, private carriers. If our motive in operating our own transportation facilities is to provide a more efficient and more economical way to get raw materials to our plants and goods to market, we are without question private carriers. If, however, we seek only to increase the quantity of transportation for the revenue we derive from it, we are public carriers.



Left: A. G. Anderson

Admittedly, however, the line of distinction between public and private carriage is not always easy to draw. The separation of production from transportation and of transportation from marketing is often hard to delineate. Is it possible therefore to regulate private transportation without also regulating production and marketing? I don't think it can be done.

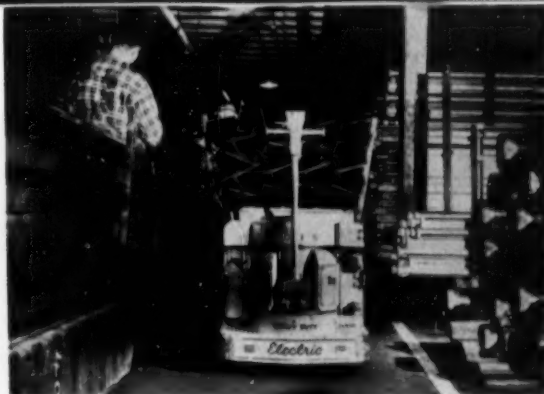
The for-hire carriers are alarmed by the extent of private carriage, particularly in the field of motor carriage. In my opinion the hospitality of common carriers to private carriage stems from two main sources: (1) a misunderstanding of the true role that private carriage plays; and (2) the desire to regulate competition itself, which arises from the failure to realize that competition, irritating as it is at times, is in the long run good for all of us, not just for the other fellow.

Common carriers see private trucks moving down the same highway with their own, the same kind of equipment moving between the same points, and many of the common carriers seem to think the whole story begins and ends right there. What they don't see is the function our private trucks perform off the highway.

At night my company's trucks may be delivering full loads of gasoline to distributors, but in the daytime they may be dropping small loads at service stations, collecting C.O.D.'s, acting as personal representatives for the company. We

*(Continued on Page 20)*

# Planned MH Procedures and Powered Platform Trucks Give Plant 20% More Storage



*Photo & Data Courtesy Automatic Transportation Company*  
This is an example of mechanized materials handling operations at Inland Steel Products Company. Power trucks, handling loads up to 5500 pounds, are used in order picking for less-than-carload lots in four-foot aisles. Platforms are 96 inches long.

**T**WENTY PER CENT MORE STORAGE space than had been considered possible helped solve an acute storage problem for a Milwaukee metal fabricating firm which recently converted half of its main floor manufacturing plant into a warehouse.

Lack of available outside storage facilities forced Inland Steel Products Company to make the conversion, according to the firm's methods engineer.

A combination of detailed advance planning of mechanized materials handling procedures and use of three highly maneuverable electric-powered platform trucks accounted for the additional storage space, the company said.

Inland drew upon its extensive experience with mechanized materials handling to set up its new warehousing operation. In every phase of its fabricating operation—from delivery of raw materials to storing and shipping of its finished products—materials handling is entirely mechanized.

The company utilizes some 20 industrial trucks ranging in capacity from 3,000 pound to 15,000-pound units.

Inland's materials handling problems are complicated by the unusual size and shape of some of its principal products—rain carrying materials such as galvanized gutters, downspouts, pipe, and roofing items—cut in standard 10-foot lengths.

Since the finished products are hauled and stored on 8-foot skids which cannot be stacked to make use of cubic storage space, all space savings had to be accomplished on the floor area of the 207,000 square foot warehouse.

The solution was found in three operator-led

platform trucks. This trio of electric powered trucks was custom built with extra-long 96-inch platforms to support the 10-foot long loads.

The ability of these power trucks to maneuver at right angles in 10-foot aisles enabled Inland to set up aisle widths one-foot less than was at first thought possible.

The power trucks are also used in four-foot aisles as order-pickers for less-than-carload lots.

Another feature of the smoothly controlled materials handling operation at Inland Steel Products Company is the use of an accumulation depot for finished products, located near the fabrication area.

The accumulation depot helps conserve storage space and reduce traffic and confusion in the warehouse since materials ready for immediate shipment can be taken from this area directly to shipping docks.

Power trucks pick up finished products from the production lines and deposit them at the accumulation area, a distance ranging from 15 to 200 feet. The loads range from 1,500 to 5,500 pounds.

From the accumulation area, the materials are either taken directly to shipping docks or to the warehouse, involving distances of from 15 to 720 feet.

Narrow loading docks present another handling problem effectively solved by the maneuverable platform trucks. Actually, the dock is 12-feet wide, but column spacing reduces the effective operating space to 10 feet. The power trucks easily maneuver their 10-foot long loads on this narrow dock through six-foot wide box car doors.

*(Continued on Page 30)*



Employee holds self-mailing package of labels. Although it is invisible in this cut the package shows a printed address label. Ever Ready uses this method to send return address labels to customers.



Part of a multi-million unit Post Office order is seen on tables in the rear. The conveyor line was in process of being especially set up when this picture was taken for this order which took weeks to fill.



## Multi-Million Unit Orders Are Routine In Label Plant

**HUGE ORDERS** that may take weeks to fulfill are handled regularly at the Ever Ready Label Corporation's plant in Belleville, New Jersey. For such orders packing production lines are engineered and set up to permit the most direct and efficacious handling of the labels involved. Labels come off the Ever Ready presses in two basic forms—flat and roll. On a recent order involving millions of labels for the Government Printing Office, gravity conveyors, involving two 90° turns had to be installed on the shipping room floor. The labels are the result of a change in Post Office regulations concluding Certified Mail. Handling this big order from production through to delivery required considerable setting up. It was done with dispatch by the men who have charge of these specialties at the label company's plant.

### Self Contained Factory

The entire operation of the five-story block square plant is that of an American dream of business enterprise fully realized. Sidney Hol-laender began peddling labels from door-to-door to earn spare money in 1914. This led to a full-time occupation, and has grown since to the present 300-employee complete, self-contained factory

which turns out 15,000,000 labels a day.

Modern labels come in many colors, many shapes and many sizes. They require art-work, often very original thinking (the development of Ever Ready's "Fragile" label is a case in point. The label, familiar to anyone who has ever had anything at all to do with shipping, shows the word "fragile" itself being shattered and broken, thus effectively demonstrating what *not* to do with the contents.) The big-plant has everything required in the turning out of such labels, from the idea-men to work up the new designs, to the artists to execute them, and all the equipment needed to the point where the finished label is packed and sent on its way. The company has a complete engraving shop on the premises, capable of turning out any type of line cut, half-tone, or what-have-you on short notice. It has its own printing equipment and composition machines. Over 40 specialized label color presses turn out anything from a one-color to a four-color job as required. The presses are so organized that several lines of labels representing in many cases different orders, can be printed and spooled simultaneously. There are also flat bed presses for turning out flat work.

Hundreds of dies are kept on hand on the ship-



Roll labels are inspected and rerolled into small handy units on the special revolving turntable shown in this picture.



A packer places roll labels in the corrugated carton in which they will be shipped to the customer.

ping room floor, to be called into service as orders for varying shapes to be cut on the cutting presses are issued. Cutting labels into shape is the last process after printing, and that is the reason for the location of the dies on the shipping room floor.

Cutting presses complete the process of manufacturing the labels, and they are then string-tied by hand-fed electric tying machines. Labels which are shipped out in rolls are inspected and rolled to the size spools required for convenient use by Ever Ready customers at tables especially set up for this process on the shipping room floor.

Some orders of labels consist largely of return addresses which companies have to apply to packages they send out. A convenient way of sending these labels to the customer, Ever Ready has found, is to place one of the labels on the package itself. The package of labels thus addresses itself to destination.

Label orders are sent out via mail, express, rail and truck. (There is a railroad station in the immediate vicinity of the plant.) The company operates its own truck with which it makes deliveries in the Metropolitan New York area.

Few industries, probably, can offer combined, the sending of so many items in individual orders, with the romance of printing and new design, and the prosaic necessity to get them packed right and sent best way at lowest cost. At the Everready Label plant this wonderful accomplishment takes place every day in the week.



Top: Odd shaped labels are cut on the die-cutting machines such as the one shown. Here, employee fits appropriate die to label before setting up on machine. Bottom: Shipments of labels are carried by power truck to the private truck which Ever Ready operates for local metropolitan area shipments. Note advertising on side of truck.

# How Wire Stitching Machines Are Used in Some Types of Packing

By N. A. YOUNG, Young Division, Diagraph-Bradley Industries, Inc., Herrin, Ill.

WIRE STITCHING MACHINES are by no means a "cure-all" for packaging, but where and when they do fit into the picture, they offer economy, efficiency and security.

Economy, for example, in stitching the bottoms of corrugated or solid fibre containers, before the contents are placed in them. A few years ago it was not uncommon to find that in a plant preparing and packing canned food that for quite a period before the crop to be packed came in, they were making up carton bottoms on what was known as a "post sealer." These were stored in a warehouse in preparation for the pack and from the warehouse, when the packing was being done, they were moved on hand trucks to the point where the contents were loaded into the containers.

## Eliminated Excess Handling

Stitching machines eliminated all of this excess handling, because the wire stitching machine enabled the operator to stitch up carton bottoms as fast as they were needed and there was no waiting for the "glue to set." The containers could then be immediately filled and handled. Time marches on and this field is being pretty well taken care of with wire stitching machines and automatic sealers.

But there are still numerous companies who prepare from 100 to 150 cartons per day as an average who can avail themselves of the advantages of wire stitching machines, if they will take the time to study the advantages.

## Sources of Strength

Now let's take a look at the security of a wire stitched bottom. Take a look at the inside of a stitched carton. Note that the inside flap is securely joined or attached to the outside flap by the wire, giving you strength.

On a Wire Stitching Machine there is no adjustment to be made for different size boxes. A carton 3" x 3" or 24" x 24" can be stitched without adjustment.

Plus this, the operator can "square up" the carton before starting to stitch, which makes for good stacking and storing.

Wire Stitching is not limited to stitching carton bottoms. They are built in the Arm Type of machines (from 12" to 300" throats), for stitching telescope boxes, beer and soft drink cases, display work. Or, the Silver Arm Type to get into small openings, such as encountered in making up pads, partitions, corner pieces, etc.

Then there are what are known as Seam Stitchers, used for stitching the top of a filled container, in which case the container must be made so that the top flaps overlap

about 1½", and a table must be provided for the loaded carton to rest on as it is moved through the machine.

The Bag Stitcher, for closing the tops of Heavy Duty Multiwall Bags. In this case the top of the bag is folded over and placed on a roller conveyor, or table, and moved through under the head of the Stitcher, the head of which is tilted forward so that the top of the folded bag does not have to be folded over the clincher arm.

## Inverted Head Stitchers

Another type of Wire Stitcher becoming more popular every day is the Inverted Head Stitcher. This is used to stitch the ends into a recessed end box, or to stitch the form fitting cartons used by the upholstered chair manufacturers. On this type of stitcher the carton rests on a table and regardless of the dimensions of the carton the stitching point is always at the same place.

The Horizontal Inverted Head Stitcher has a limited application. It is intended for closing the end flaps on long cartons used for tubing, etc., where the end dimension does not exceed 8" x 8".

Carton manufacturers, of course, use the 45° Angle Head Stitcher for making the manufacturer's joint on regular slotted containers. This machine is built so stitching can either be done on the arm of the machine or on a table with open head device and gauges.

## Angle Arm Stitchers

The Angle Arm Stitcher is basically used for stitching tubular items, where it is preferable to have the staples parallel to the seam for strength. OR, it is used by hardware manufacturers, handle manufacturers, shelf boxes, etc., who buy their small telescope boxes k/d, to save handling and storing. In this case it is advisable to place the staples vertically in the box to prevent them from looking into each other, making it easier to open and close the box.

Each Wire Stitching Machine manufacturer has a different trend of thought about building their machines. Some naturally figure price to be the outstanding feature, while others believe that it is not the original investment, but the labor saving and production which is essential, so in the field there is found something of a variety.

For example, some Wire Stitchers are built to operate at a constant speed determined by the size of the pinion or pulley on the motor. Others believe that a Wire Stitcher should be more flexible and built so that the speed of the machine can be varied by the operator to synchronize the speed with the ability of the operator and the type of work being done.

OR, some feel that a constant brake is sufficient, while others feel that an automatic brake is essential, elimin-



Example of a modern wire stitching machine is shown above. These machines have brought speed and mechanical efficiency into many box closing operations.

ating the drag of the constant brake, and having the brake released while stitching and to be activated only at the time braking should be applied.

**Head Construction**—The making and driving of the staples varies. Some advocate an automatic adjustment for the staple leg length, others say the simpler the head construction, the less working parts, the less maintenance and service. (This pertains to box stitching-corrugated,

*(Continued on Page 30)*

## Stackers Line Up for Defense Work



Photo and Data Courtesy Automatic Transportation Company

Looking as though they were lined up in strict military precision, 20 elevating stackers are readied for shipment to the Defense Department. They are part of a mass government order.

The entire fork and mast assembly of the rider-operated stacker extends and retracts within the truck frame. Designed for tiering and delftering in aisles as narrow as 6 1/2 feet, the fork and mast extend and retract 36 inches, and can carry 4,000 pounds with pallets up to 48 inches in size.

## Wirebound Box for Accounting Machines Saves Money

Outright savings of \$26.27 per unit have been achieved by The National Cash Register Co. by packing its Class 31 accounting machines in a prize-winning container for both export and domestic shipment. The intricate and delicately adjusted machines are priced from \$2750 to \$6500 so they require thorough protection.

The money saving package is a wirebound box which won second prize in the export classification of the 1954 National Protective Packaging and Materials Handling Competition held in Chicago.

M. W. Barnell, assistant chief inspector at NCR's big plant in Dayton, Ohio, in whose name the container was entered in competition, said the savings per unit since adoption of the wirebound box amount to \$22.60 in shipping container cost alone, 37 cents in labor for packing, and an average of \$3.30 in domestic freight charges.

Since only three reports of damage to machines during shipment were reported from thousands of shipments, and all of those three in export, incomputable savings also have resulted from eliminating expense from settlement of damage claims.

In the present wirebound box, the accounting machines still are mounted on the bonded rubber shock mounts attached to a sturdy base, which is actually the base of the box. When a machine is securely in place on the shock mounts, it is packed for shipment simply by covering it with a hood consisting of the top of the box and a one-piece wirebound blank that comprises the four sides.



## TUNING IN



### **SIPMHE to Hold Packaging And Materials Show in New York**

With plans finalized to bring the 10th Anniversary National Meeting of the Society of Industrial Packaging and Materials Handling Engineers into the New York area for the first time—September 19-22—the SIPMHE Board of Directors has appointed Chairmen to head the three major events.

Early interest in the triple-feature meeting indicates unprecedented success. While the National Packaging and Materials Handling Show does not open at the Kingsbridge Armory until September 20, 1955, over 40% of the exhibit area is already under contract. This is an exceptionally fine showing at this early date, especially when it is realized that the floor plans for the New York show double the area of last year's show, in Chicago.

The New York event is expected to attract thousands of industrial representatives who will be attending for the first time, plus a number of "first time" exhibitors according to SIPMHE's President, Earl B. Crandell of General Electric's Lamp Division.

Serving as general exposition chairman is R. Chester Reed, supervisor of Packages and Shipping of The Texas Company, New York. He also serves as a director and vice president of the Packaging Institute, and as president of the Eastern Division of SIPMHE.

Billed as a "triple feature" trade show, the exposition will combine manufacturers' exhibits of the latest improvements in packaging and handling, short course technical sessions presented in

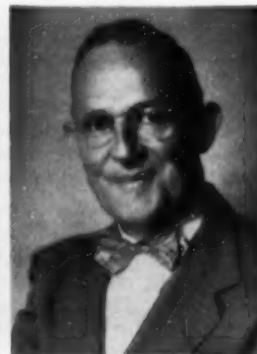
cooperation with New York University and National Championship Competition for outstanding achievement in specific packaging and handling applications.

The SIPMHE Short Course, considered by many to be the outstanding technical program of its type in industry, will present a broad range of packaging and materials handling subjects of interest to management, engineering and operating personnel. Enrollments will represent every major classification of industry from the 48 states and a number of foreign countries. This phase of SIPMHE activity is credited with attracting an unusually high percentage of management level personnel to the annual exposition. Allyn C. Beardsell of Container Laboratories has been appointed chairman of the course.

The National Championship Competition for outstanding achievement in specific applications of protective packaging and materials handling is expected to draw entries from 100 or more industries which are then broken down into seven classifications for judging purposes. All entries are exhibited throughout the two and one-half day exposition and cash prizes and recognition awards are presented on September 21st. Wilmer J. Balster, The Don L. Quinn Co., is chairman of the competition.

In celebration of its tenth anniversary, the New York show will center around the theme, "A Decade of Progress." In support of this theme, exhibitors are being asked to feature materials, equipment and techniques which exemplify the industry's progress since World War II.

Left to right: Important officials who will preside at various aspects of next fall's Sipmhe Show. Allyn C. Beardsell, Container Laboratories; Wilmer J. Balster, The Don L. Quinn Co.; and R. Chester Reed, supervisor of Packages and Shipping, The Texas Co., N. Y.





**IT HAS BEEN A LONG TIME** since we editorialized on some of the national transportation policies. One of the reasons for this is that we have tried to stick strictly to procedures and methods which may be used in traffic departments regardless of existing transportation systems insofar as carriers are concerned.

We remember back some ten years ago in 1945 when Air Freight was making its debut on the carriers of the nation and the enjoyment we got out of predicting some of the changes which might take place with the advent of this new type of cargo carrier. At that time we were so enthusiastic about Air Cargo and its potentialities that we predicted many things which unfortunately have not come true. One of our predictions as we recall it, was that Air Express as such would be out of the picture in five years. That would have made it some time in 1950 and quite red-faced I must admit that we went way out on the limb on that one.

Sometime back in 1936, as we recall it, there was a series of speeches by trucking and railroad officials stating that there could be harmony and economically sound competition between the trucks and the rails. The speeches were just that. There was a lot of talk but nothing tangible was done and as most of us realize the trucking industry progressed at a fairly rapid rate while the rails continued in their slovenly and non-progressive manner, crying at the slightest pretext that they were being discriminated against. It was noticeable that other than their "cry-baby" tactics, the railroads continued on their complacent way without initiating any progressive methods. All this while the trucking concerns battled to a favorable competitive spot and began making great inroads in the traffic formerly monopolized by the railroads.

Now for several reasons the railroads seemingly have been inspired and are beginning to

realize that unless they take some ultra-progressive steps they will be in an extremely poor competitive position. Perhaps the greatest factor is new blood being put into railroad management. One such individual is Patrick McGinnis, president of the New York, New Haven and Hartford Railroad, as well as the Boston and Maine Railroad. He and other rugged individuals realize that without startling changes the railroads are partially doomed.

The management of several other large railroads in the country also seem to have become enlivened with a new enthusiasm towards trying to wrest some of the traffic back from the motor carriers. Some of these roads have already gained substantially in that they have set up auxiliary trucking concerns at switch-handle points not readily accessible to rail terminals. By a combination of  
(Continued on Page 24)

## **Model Terminal Dock Teaches Principles of Management**

Complete with moving droline and miniature fork trucks, this scale model of a typical terminal dock is used by engineers of Drake, Startzman, Sheahan and Barclay, distribution and materials handling consultants, New York, to illustrate lectures during one-week study courses on "Principles of Advanced Terminal Management" the firm is giving throughout the country. Neil Drake, partner in charge of the courses, is shown with the model.

Courses are designed to acquaint shipping and receiving personnel with new techniques and procedures for efficient dock management. Principles discussed are based on a country-wide, seven-month study of terminal operations recently completed by the firm which showed that the rising cost of less-than-truckload shipments can be reversed by utilization of more efficient freight handling methods by both shippers and carriers. Already held in Kansas City, Mo., Minneapolis and New York, study courses are being planned for Indianapolis, Atlanta, Dallas, Chicago, Detroit and other cities.



# NEW PRODUCTS IDEAS SERVICES

→ FOR JULY, 1955

## Bag Closer

The Nike Bag Sealer, which is designed for sealing polyethylene bags, with pressure-sensitive produce packaging tape, has been announced by Better Packages, Inc. The company claims that this is the only one-motion machine of its kind and thereby eliminates three to four steps, formerly necessary in closing the bags.



One downward motion accomplishes the sealing and the tape is then cut off automatically. The Nike can handle regular 60-yard rolls or large triple-size rolls in widths from  $\frac{1}{4}$ " to  $\frac{1}{2}$ ". A peripheral tape roll guide adjustable to varied tape widths, centers the tape in the machine and averts trouble. The company claims that labor and material savings can be had from this machine.

Check #57 on card facing Page 4.

## Gummed Sealing Tape

Security gummed sealing tape, a new brand of standard grade tape, has just been announced to paper jobbers and distributors by S. E. Thompson, sales manager of Central Paper Company. According to Thompson, the company's former line of standard grade tape, Kraflex has been dropped in favor of the new line because of improvements.

"Atomic-control," the method of constantly controlling tape glue coating has been put to work on Security.

In addition, the new product will be offered with both plain and length-

wise treaded glue coating. This tape is available in natural, tan, and five different colors which include red, blue, green, grey, and white. It is packed in full length rolls in a special moisture-proof carton. All standard widths and basis weights are available.

Check #59 on card facing Page 4.

## Carton Opener

The Flash Box Opener reduces to seconds the time needed to take off the top of any carton. Three rapid strokes and the top will hinge back on itself. Or else, four easy strokes and the entire top comes off.

The depth of the stroke can be set in advance.



This cutting operation permits the re-use of the carton merely by applying sealing tape to join the severed top to the body of the carton. Because of safety guards built in around the knife blade, there is no danger involved in handling or in use.

Made of heavy die cast aluminum, the handle is shaped to fit the hand of the user. The entire tool is rust-proof and unbreakable. Blades are made of heavy gauge Swedish steel and are reversible to give greater use.

Check #62 on card facing Page 4.

## Widebound Crate Brochure

The case for wirebound crates in packaging heavy machinery is given in a new two-color brochure issued by General Box Company.

Through text and photos, the company claims that wirebound crates offer more protection with less weight, simplified handling, reduced packing

and shipping costs.

Check #63 on card facing Page 4.

## Printing On Metal Boxes

A new model of the "Markoprinter" machine for automatic production-line printing of identification legends, lot numbers, code-dates and other necessary markings on metal cases and boxes has been announced by Adolph



Gottsocho, Inc.

Designed for printing boxes as part of an existing production operation, the "Markoprinter" machine may be set up in line with other machines to automatically receive the boxes, print them and discharge them on to a subsequent station. It may also be used as an independent printing station and be fed manually where this is desirable.

The manufacturer claims that the primary advantage afforded by the machine is that boxes may be printed with appropriate legends when and as needed at the point of packing. This eliminates the cost of a separate operation for printing or manual marking and enables the user to buy lower-cost blank boxes instead of partially preprinted ones. It also permits greater flexibility in production scheduling and helps reduce downtime.

The machine uses instant-drying inks that allow printing speeds up to 100 units per minute without danger of smudging, and interchangeable rubber type or dies.

Check #66 on card facing Page 4.

## Trucking Booklet

An attractive new booklet has just been published by Roadway Express, Inc., in connection with its 25th anniversary of service. The company was founded in 1930 with one truck

(Continued on Page 23)

# Confidence...

The highest rank  
a product can attain  
is to be used as a  
basis for comparison.

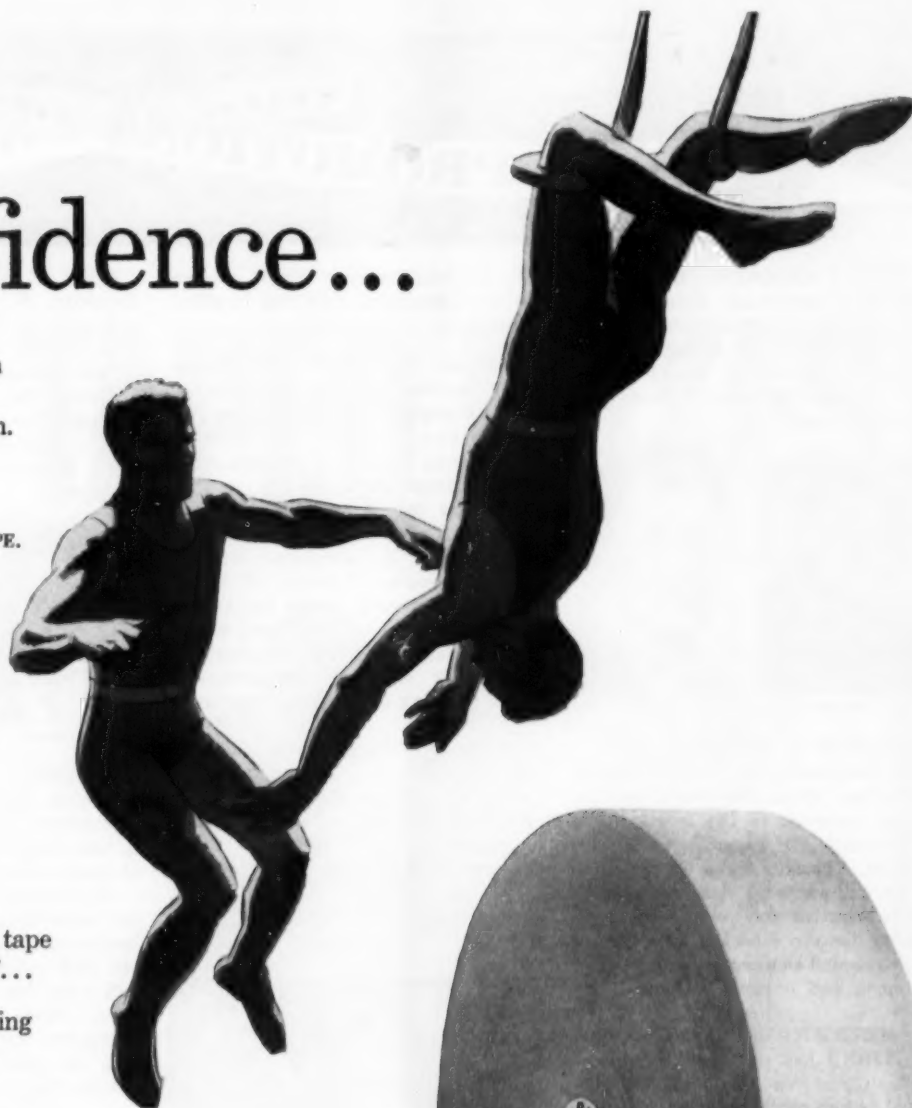
In gummed tape,  
that product is  
**GILMAN GUMMED TAPE.**

It is bought with  
utmost confidence.

When a supplier  
admits some other  
brand is "as good  
as Gilman" he is  
paying us a  
compliment, but  
undermining your  
confidence.

Don't buy gummed tape  
"as good as Gilman"...

Insist on the real thing  
—it costs no more!



**There is only one**

# Gilman Gummed Tape

**and the only suppliers**

**who can sell it to you are**

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Please send me sample roll  
of Gilman Gummed Tape  
for our inspection.

**For FREE sample  
mail coupon**

COMPANY \_\_\_\_\_

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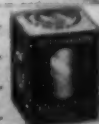
CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

INDIVIDUAL \_\_\_\_\_

TITLE \_\_\_\_\_



# NEWS - PROMOTIONS

of companies and associations

**CROWN ZELLERBACH CORPORATION'S** Distributor Sales Division has announced the promotion of Edward H. Walthers to the post of sales manager. Previously, he was executive assistant to George S. Runyan, division manager.



Walthers



Kubes

**GEORGE H. KUBES**, president of The American Box Co., and subsidiary American Wood Products Corp., has been re-elected to the board of the Wirebound Box Manufacturers Association, Chicago, for a fourth term.

He will serve the Association in an administrative and policy-making capacity for the scientific advancement of wirebound containers for industrial shipping and produce packing.

**AMERICAN TRUCKING ASSOCIATIONS** has protested the Interstate Commerce Commission's proposal to ban carrier associations from participating in ICC cases "as complainants or protestants . . . against existing or new rates, charges, fares, rules regulations, practices or applications for operating rights."

Peter T. Beardsley, director of the ATA law Department, declared that "unlike the railroads, which are comparatively few in number and economically able to handle all the necessary details involved in proceedings of various kinds, the motor carrier industry is preponderantly composed of very small businesses, most of which individually would probably not have the means to process various proceedings through the Commission."

The proposed rule would limit participation of carrier associations or freight forwarders to "general investigations (by ICC) and other proceedings to aid the Commission in developing records . . . and to advance or protect the interests of members of

the Association as a whole, subject to the limitations contained in other provisions of this rule."

**ATLAS PLYWOOD CORPORATION** opened a new warehouse in the New England Industrial Center on Route 128 in Needham, carrying complete stocks of plywood products from the company's mills.

Carload rail shipments will come directly from Atlas mills throughout the country. The warehouse location near the crossing of Routes 128 and 9, will permit ready access for trucks without in-town or cross-town traffic delays. Ample facilities for unloading and quick reloading are provided. John R. Perry is warehouse manager.

**D. C. COOPER**, general manager of D. C. Cooper Co., Chicago, is sponsoring the Chicago Park District Police softball team now competing for top honors in the Windy City's Tournament of Champions.

## JUDGES IN PACKAGING CONTEST



Simple, functional mechanical design and colorful decoration were the main characteristics of the 1955 Packaging Competition winners as announced in Atlantic City, June 5, by judges shown above.

Intent on judging the relative merits of some of the shoe boxes from the 2000 entrants in all divisions are, (l. to r.) W. V. Morphy, Manager Supplies Division, R. H. Macy & Co.; Kenner S. Omer Warehouse and Packaging Specialist, Electronics Dept., General Electric Company, Schenectady, New York; Robert S. Dunlop, retired, formerly Managing Director, Dominion Paper Box Ltd., Toronto; Mrs. Virginia McCone, director of retail merchandising, Ladies Home Journal; Gustav L. Nordstrom, Executive Secretary, National Paper Box Mfrs. Association; E. H. Balkema, General Purchasing Agent, Colgate Palmolive Co.; Walter S. Hilliard, retired, former Manager, Box Division, Dennison Manufacturing Co., Marlborough, Mass.; Milton L. Fitch, president, Howard-Wesson Advertising Agency; and A. P. Bondurant, Vice-President and Advertising Director of Glenmore Distilleries, Louisville, Kentucky.

**RENTAR PACKAGING CO., INC.**, Brooklyn, N. Y. announces the appointment of T. G. Kenyon, Jr. as assistant to the vice president in charge of the company's Export Packaging Division. Mr. Kenyon, a packaging engineer, was associated with the Singer Manufacturing Co., and the Ford Motor Company's international division.



Andrews



Kenyon

**ROBERT C. ANDREWS** has been appointed sales manager for Clark Equipment Company's Axle Division, it was announced by C. A. Fenn, divisional manager.

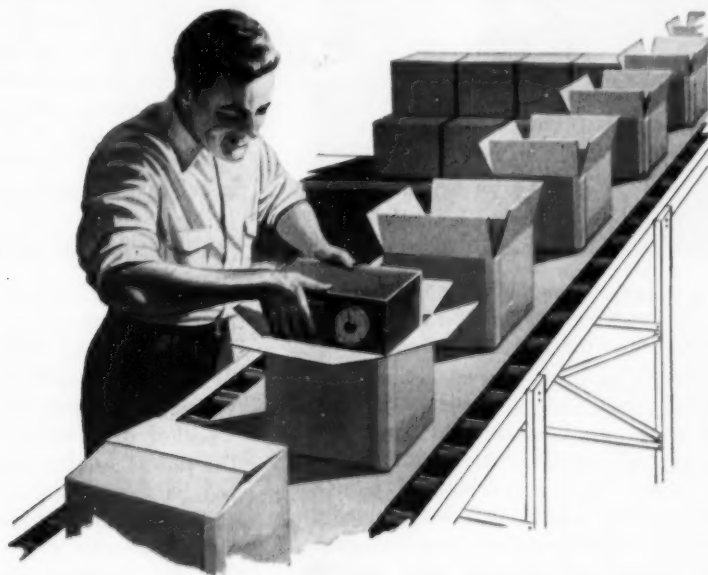
Mr. Andrews will be responsible for the supervision of the Axle Division's broadened sales activities, including the staff and dealer organization, and will make his headquarters in Buchanan, Mich. For the past fifteen years, Mr. Andrews was with Vickers, Inc., in production, sales and sales coordinating engineering.

**THE FAIRBANKS COMPANY** has elected Alexander L. Naylor as its president. He had been executive vice president of the company for ten years. He succeeds his father, George M. Naylor, who was president from 1924 until the time of his death in April of this year. The company manufactures bronze and iron body valves in Binghamton, N. Y., and materials handling equipment in Rome, Ga.

**BOSTITCH, INC.**, pioneer manufacturers of staples and stapling machines widely used in packaging, packing and shipping, will move its main manufacturing plant and general offices to East Greenwich, R. I. where a new and larger factory will be built. East Greenwich is 30 miles northwest of the present location in Westerly, R. I. President Emmet G. Gardner said that a modern, one-story

(Continued on Page 24)

# **TAPED BOXES**



# **ARE BEST**

**You get even corners for good stacking . . . greater safety for the handler . . . better sealing against dirt and dust . . . no damage to merchandise — a hazard from other methods of closing. Yes, taped boxes are best — and best of all when made with non-asphaltic, glass reenforced LOKABOX, strongest of them all — or SISAL TAPE, standard of the industry.**

AMERICAN SISALKRAFT CORPORATION, ATTLEBORO, MASS., CHICAGO 6, NEW YORK 17, SAN FRANCISCO 5

## Private Vs. Public Carriers

(Continued from Page 8)

are operating this equipment, not to deprive common carriers of traffic, but to obtain allied services that common carriers are seldom in position to perform. I think the same sort of thing is true with most of you.



Left: Pipelines perform some Secony-Vacuum shipping functions.

There are other reasons why the oil industry has developed its own transportation on the great scale that it has, and many of these reasons apply with equal force to other industries, I'm sure. Transportation facilities suitable for moving liquid cargo such as oil are seldom adaptable to other types of freight. Conversely, media useful for moving other types of freight are seldom good for transporting oil. So it is with some other commodities. A transportation facility that is economically useful for moving only one commodity must have assurance of sufficient volume of business in that commodity to be able to operate on a high load factor. These various factors have led to development of specialized transportation facilities by the industry itself, not by outside, for-hire carriers.

### Public Carriage Often Called In

Yet much transportation originally developed by private operation becomes more economical by public carriage after its initial development. In our industry, tank-truck transportation, once almost entirely private, has increasingly been turned over to common and contract carriers. So also with tank ships, particularly ocean-going, and more recently with pipelines. But there is a vast segment of the transportation of this country which is so intertwined with distribution and

production that its segregation is impracticable. It is difficult to conceive of bakery trucks and others in the wholesale and retail trade as common carriers. Farmers certainly will find little satisfaction in abandoning their own vehicles, which they can use when and where they choose, in favor of public carriage by those who must serve everyone's needs and cannot offer special services.

Let us turn for a moment now to this question of competition, which more than anything else underlies the development of both private and public carriage. It is essentially competition that has stamped American transportation with its dynamic quality from its beginnings. From the early development of waterways and turnpikes through the heyday of the railroads to the modern growth of motor trucks and pipelines, our means of transportation have been adapted to the commercial needs and opportunities of the country. This growth has, of course, not been without its abuses, which are part of the price we pay for freedom. These abuses have led to federal as well as state regulation, some of it beneficial and some of it, I'm sorry to say, not. But it has been the public interest that has dominated in all this process of developing new means of transportation.

### "Public Interest" A Matter of Policy

That term "public interest" is one that rolls off the tongue with a noble sound, but what does it really mean? Well, it means different things to different people, and rightly so in a democracy, for it is difficult to conceive of any policy — whether of government or of a business serving the public — that benefits everyone equally without harming anybody. At best it is a matter of judgment as to what interest of what public is served at any given time by any given policy.

But I maintain that the consumer is the part of the public to be served first and foremost. I think all of us favor any law, policy, or administrative ruling that facilitates more efficient and thus more economical transportation of goods. It was efficient, economical transportation that enabled the petroleum industry to extend not only its markets, but also its sources of crude oil throughout the world. And it was the spur of competition above everything else that forced these improvements and efficiencies. The development of pipelines, ocean-going tank ships, river tank barges, tank cars, tank trucks was accomplished not by those offering to serve the public with standard transportation facilities, but by petroleum companies themselves driven by competitive necessity.

The result of this has been to give the consumer

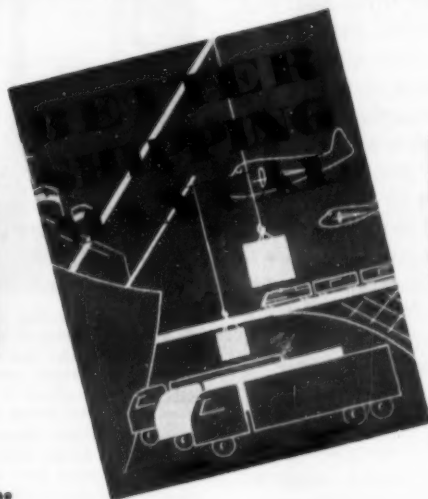
*Continued on Page 22)*

The *ONLY* manual on shipping and traffic operations . . .

# BOUND TO DO A FULL YEAR'S SELLING JOB!

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REACHES THE TOP SHIPPING, PACKAGING AND TRAFFIC EXECUTIVES OF THE COUNTRY'S 7500 LARGEST SHIPPERS.



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## Private U. S. Public Carriers

(Continued from Page 20)

cheaper gasoline, home-heating oil, lubricating oil, and all the other products that modern refining derives from crude petroleum. Is it against the public interest that gasoline can be brought from the Texas Gulf to New York harbor in tankers — a means of transport developed by the oil industry itself — for only about three-quarters of a cent a gallon, even at full USMC rates, compared with a rate of over eight cents a gallon by rail? Is it against the public interest that pipelines deliver gasoline from Philadelphia to Pittsburgh for only about half a cent a gallon, compared with nearly four cents a gallon by rail? Is it better that all these facilities be handed over willy-nilly to common or contract carriers having no connection with oil companies, that these carriers be given franchises under government regulation, and that we be prohibited from developing any further improvements not approved by such carriers? I think all of us know the answer to that.

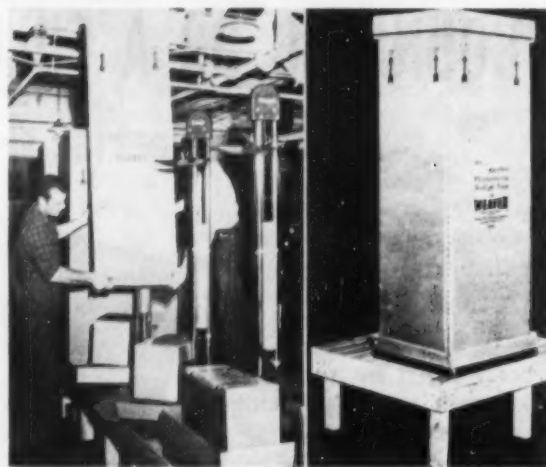
### Confusing Regulator Tendencies

There has been a tendency in recent years to confuse regulation of discriminatory practices by competing forms of transportation with regulation of competition itself. There seems to be a feeling in some quarters that a franchise from government gives a railroad or motor carrier the privilege of protection from the better service or lower cost of alternative means of transport or of private carriers.

Those of you who have had experience with governmental agencies will agree, I'm sure, that the I.C.C. is about as efficient as any other agency, but nobody in Washington or any other place is equipped with a crystal ball capable of forecasting the transportation needs of the American public. Do we want to give any group in the world the power to stifle new developments in transportation, even when such improvements take traffic away from existing forms? The Commission could do this through the medium of rate-making or franchise-granting. If protection of existing forms of transportation is to be the criterion, my company and yours can be forbidden to transport our own freight, even though this admittedly gets our commodities to market more efficiently and more economically. Will this forbiddance serve the public interest?

The National Transportation Policy, as enunciated by Congress in the preamble to the Interstate Commerce Act, demands preservation of the **inherent advantages** of each form of transportation, not of the **inherited traffic** of each franchised carrier. No regulation drafted in Washington or

## Steel Strapping Aids New Corrugated Box Package



Weaver Manufacturing Company of Springfield, Illinois has streamlined the packaging of its photo-electric headlight tester and has cut costs doing it. The new method comprises a corrugated body, which fits the tester snugly and two corrugated caps held in position by steel strapping placed in pre-cut slots. A smaller container holding parts is inserted before closing.

Gaylord Container Corporation makes the space-saving corrugated box which is 60-lbs. lighter in gross weight than the crate previously used. Considering both original package cost and labor, an overall saving of approximately 40% has been achieved. Other benefits include a dust-proof container and smooth side surfaces that lend themselves well to an advertising message.

anywhere else can ever be an adequate substitute for the unforeseeable results of dynamic competition by each form of transportation under the stimulus of producers trying to expand their markets by ever better and cheaper means of transportation.

### Must Be Up To Shippers

Who is to furnish the dynamic quality needed to promote more economical means of transportation in the public interest? **I say it must be primarily the shippers themselves.** In saying this, I am not unaware of the contributions of public carriers in improving their own media and methods. But without the insistent demand of shippers for improved service and the opportunity for shippers to explore alternative means of transport, very few improvements would have come about.

The tendency to regulate competition itself through rate parity has already removed much of the dynamic effect of competition in improving transportation facilities. Equalizing rail and truck rates may seem to preserve both forms of transportation, but does it preserve their inherent advantages? Is it in the public interest to measure the right to transport by the ability of the least efficient facilities to operate? As industries, we do not demand protection of our private carrier

(Continued on Page 28)

## New Products

(Continued from Page 16)

and \$300 in the bank. Today, it is the nation's third largest motor carrier with a fleet of 3,000 pieces of rolling equipment, 56 terminals in key cities. It covers 23 states and the District of Columbia and employs 3,000 people. Last year, the Roadway fleet racked up a total of 71 million miles in freight haulage. Carroll J. Roush is president.

Check #41 on card facing Page 4.

### Two-Strip Reinforced Tape

A newly developed reinforced tape called Fastweld has been added by Hudson Pulp & Paper Corp. to their line of packaging products, according to an announcement made by T. H. Mittendorf, vice president in charge of sales.



Fastweld is made of two #3 kraft sheets laminated with asphalt and reinforced bi-directionally with Fiber-

glas threads. The Fiberglass reinforcement gives the tape high tensile strength and resistance to tear.

An exclusive process, copyrighted "Supple-ized" by Hudson, makes the tape pliable and easy to handle. The company claims also that an extra heavy coat of glue activates Fastweld instantly and results in a deep and permanent bond with the carton surface.

Check #43 on card facing Page 4.

### Spray Stencil Ink

A new instant drying stencil ink, packaged in an aerosol dispenser, has just been introduced by the D & A Company.

Available in black, white, yellow, red or blue colors, the new Quikspray aerosol, stencil ink has many uses. It is claimed to be useful for stencilling on paper, wood, burlap, metal, etc. It may also be used for color coding tools and metal stock, inspection marking, and design layout.

Depending on the size of the stencil and the material to be stencilled, from 150 to 200 three-line stencils can be made with a single dispenser, the manufacturer states.

Waterproof, oilproof, non-flammable, non-toxic, and non-flaking, the ink requires no skill in application. Full

directions for use are given on every can.

Check #44 on card facing Page 4.

### Marking Pencil

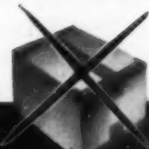
The new "Tweeten" Mechanical Marking Pencil combines the features of soft lead pencils, grease pencils, paint sticks and crayons and will mark on any surface under any condition.



The regular 5 1/2" heavy duty plastic barrel with handy pocket clip is available in various colors—black, red, blue and green. A black screw turn top propels a 3 1/4" long life refill. This pencil will mark on any wet, dry or frozen surface, glossy, delicate and soft or rough, painted and course surfaces of papers, fabrics, wood, rubber, plastic, glass, metal, stone and cement.

Check #45 on card facing Page 4.

## Rule 41 Amended To Allow 2-STRIP CENTER-SEAM SEALING

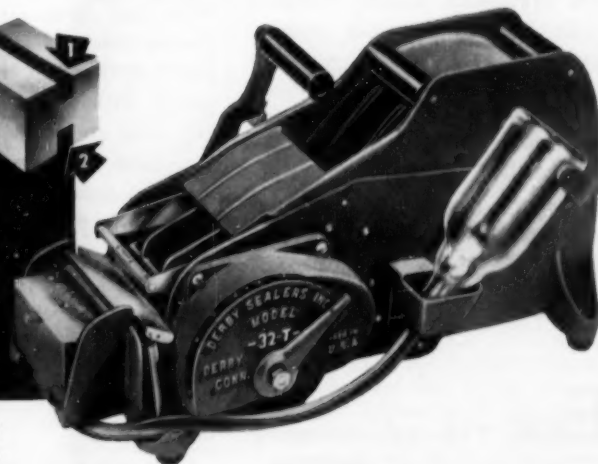


IT ONLY TAKES 2...

CUT COSTS UP TO  $\frac{2}{3}$

With Filament Reinforced Sealing Tapes and the FAMOUS

**DERBY 32-T**



Now, instead of using 6 you can use 2 strips of tape to seal *all* cartons for ALL shipments. Of course you'll use the new tough, super-strong filament reinforced tapes to do the job... PLUS a Derby 32-T, filament reinforced tape dispenser. The Derby 32-T was especially designed to dispense tough reinforced sealing tapes quickly,

easily and accurately. Its many, many exclusive features are designed to save you money... result in top flight, long-range performance and dependability.

**Cut Your Shipping Room Costs!**

Write now, Dept. SM for free booklet about 2 strip sealing and the Derby 32-T

**DERBY SEALERS, INC.**  
DERBY, CONNECTICUT



# THE SnakeTape IDEA...



\*For rail shipments  
under Rule 41 U.F.C.

use 2 strips only!

**CUTS LABOR 2/3** because you seal only the two center seams!

**IT'S STRONGER** because reinforced Snake Tape has strap-like strength. Strength you'll find in no other gummed tape because it's reinforced with rayon yarns . . . the same rayon yarns used in the best auto tires for superior shock absorbence.

**PROVE TO YOURSELF**, and at our expense, how much you can save in sealing time and in damage claims. Send for FREE sample of Angier Snake Tape now.

Free - 15 yd. sample



ANGIER CORPORATION  
Framingham 9, Mass.

## "LISTEN MR."

(Continued from Page 15)

licensed off-laying-point-cartage by motor vehicle and the recently inaugurated piggy-back services the railroads can effectively meet any and all truck competition. As a matter of fact using the piggy-bank service the railroads can extend the distance which is normally not within the realm of the trucking concerns and thus corner the market on long-haul shipments.

One thing which we see coming up are the strong objections of the motor carriers to having railroads operating their own fleets of trucks. This of course will have to be resolved by the I.C.C. and in its resolution we should find some very interesting reading.

If men like McGinnis continue to insist on more progressive action by the railroads themselves, we will undoubtedly see some startling changes. For example, underground conveyors are already a reality in some cities for transporting freight from one terminal to another. Faster trains are being inaugurated on many of the larger networks which in some instances cut time by one-third. We can also look forward to more fre-

quent departure times of materials if the railroads are going to carry the freight. In normal motor carrier traffic the freight is not sorted and dispatched until the evening of the day it is picked up. With frequent schedules by rail a trailer may be loaded onto one of the "piggy-back" cars at any time of the day and dispatched, thus taking any gamble out of overnight deliveries to cities within 300 miles.

Now, with the public enthusiasm towards the railroads rising daily, we feel that we can look forward to a period of drastic change in the transportation field. One, and we have already mentioned this in other columns, is that for both economic and protective reasons many of the trucking concerns will merge. This will mean that the smaller trucking lines will undoubtedly be included in the mergers and we can look forward to a fairly good network of trucking operations which will noticeably speed up deliveries particularly when shipments must be transferred one or two times before final destination. Secondly, we can look for the railroads to incorporate progressive, modern and fast service to points hitherto almost untouchable by either rail or truck.

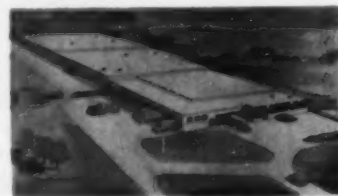
## News—Promotions

(Continued from Page 18)

building, with manufacturing space to allow for continued expansion, will be erected on a 90-acre land tract. Construction of the new factory will be started this summer, and the move will be completed by the autumn of 1956.

RICHARD J. BROWN has been appointed sales promotion manager of United States Plywood Corporation, William H. Hunt, vice president in charge of sales, has announced.

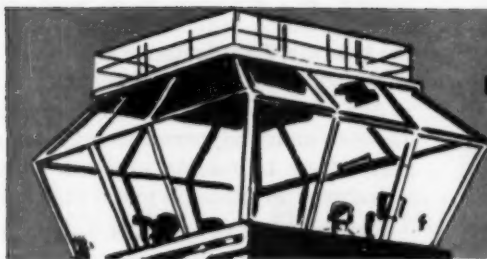
Mr. Brown, formerly advertising and sales promotion manager of the Delta Power Tool Division of Rockwell Manufacturing Company, replaces Howard Roeding, who has retired after twenty years of service with U. S. Plywood.



Above is new 100,000 square foot corrugated paper box plant of Evert Container Corporation.

EVERT CONTAINER CORPORATION has opened its new corrugated paper box plant in Milwaukee. Total cost of construction of this single-story 100,000 square foot concrete block structure was \$500,000 while equipment cost an additional \$750,000. Charles W. Evert, company president, formerly headed the Fibre Box Association.

(Continued on Page 31)



## TRAFFIC TOWER

### AROUND THE TRAFFIC WORLD:

**PACIFIC TRAFFIC ASSOCIATION** held its 15th annual Freight Forwarders' dinner meeting designated as "1955 Frolics" on June 3. The meeting was well attended. It was presented by the Air Lines-Freight Forwarders, Foreign and Domestic and Custom House Brokers. **Bob Clayton**, district manager of International Forwarding Co., was general chairman.

**STANLEY F. CEGELSKI**, general traffic manager of the National Can Corporation, died May 14 in an automobile accident at DuPage County, Ill. He had been with National Can since 1942 and was its TM for the last 10 years.

**LOS ANGELES STEAMSHIP ASSOCIATION** presented its 6th annual dinner dance on May 20 at the Ambassador Hotel, Los Angeles. This event culminated the celebration of World Trade Week. **S. T. Lashbrook** was general chairman.

**PARKE, DAVIS & COMPANY** has announced the promotion of **Orrin D.**

### NEWLY-ELECTED OFFICERS



Above are newly-installed officers of Washenaw Traffic Club, Ann Arbor, Mich. Left to right: **Jack Feinstein**, Detroit Transmission Division of General Motors, secretary; **Glen Fuqua**, Fays Transfer, Inc., president; **Stuart Bohus**, Associated Truck Lines, treasurer; and **Robert Burke**, Ford Motor Company, vice president.

### CIVIL SERVICE EXAM

The United States Civil Service Commission will announce shortly an examination for Transportation Specialist (Freight and Passenger) positions. Most of the positions to be filled are located in the Departments of the Army, Navy, and Air Force, and the Marine Corps Headquarters in Washington, D. C., and vicinity. The salaries range from \$3,410 to \$10,800 a year.

Applicants must have had from three to six years of appropriate experience. Appropriate college study may be substituted for part of the experience. A written test will be given.

Interested persons can secure further information and application forms at many post offices throughout the country, or from the U. S. Civil Service Commission, Washington 25, D. C. Applications will be accepted by the Board of U. S. Civil Service Examiners, Department of the Navy, Main Navy Building, Washington 25, D. C.

**Burt** to traffic manager. **T. C. Anderson**, vice president and director of production and engineering, said Burt succeeds **R. R. Srigley**, a veteran of 38 years with the company, who will serve as a consultant.

Burt, 53, has been a special assistant to the traffic manager since last March, and prior to that was for 16 years a buyer in the firm's Detroit purchasing department.

**CHARLES A. PERKES**, veteran of 38 years in the shipping industry, has been appointed to the new post of traffic manager of the Port of Oakland, it has been announced by **Dudley W. Frost**, general manager of the Port.

**METROPOLITAN TRAFFIC ASSOCIATION** will hold its second annual golf outing at the Englewood Golf Club in New Jersey on July 26, it was announced by **John J. Hogan**, chairman.

**ROBERT GAIR COMPANY, INC.**, announces the appointment of **Mortimer J. Williams**, a salesman with the Tonawanda Boxboards division since 1950, as products development manager for the boxboard division. His headquarters will be in Gair's New York office.



Illes



Williams

**BORG-WARNER CORPORATION** announces the appointment of **Joseph A. Illes** as general traffic manager of the Norge Division.

**ALUMNI ASSOCIATION** of the **TRAFFIC MANAGERS INSTITUTE, INC.**, New York, heard a talk by **Robert H. Foltz**, general traffic manager, General Chemical Division of Allied Chemical and Dye Corp., at its May meeting. Some 45 graduates of the Institute were presented their diplomas by **Max Seifert**, TM of Herz Mfg. Co. and vice president of TMI. **Dr. Frank Asher**, President of the Institute, also spoke.

Foltz spoke on "The Relationship of Industry and the Traffic Manager." He pointed out that it was the responsibility of the traffic department to assist management in understanding traffic functions. It is immaterial to which official the traffic manager reports directly, as long as this executive has the authority to keep the balance between the various departments affected by the traffic department, including purchasing, sales, production and finances. Much will depend upon the amount of money spent by the company on transportation to determine the proper place of the traf-

(Continued on Page 27)

## Pitney-Bowes Packer Wins \$1,000 For Developing New Pack



Howard Olsen, left, a postage meter packer at Pitney-Bowes, Inc., Stamford, Conn., stands before carton he designed as his shipping room foreman, Alan Mead, hands him a check for \$1,078, highest single award paid out by the Pitney-Bowes suggestion system so far this year.

Winner of \$320 a month earlier for another idea, Olsen earned his latest award with an improved method for packing desk model postage meters which also saves materials, time and shipping costs. Pitney-Bowes pays suggestors of accepted ideas one-half of the first year's savings, less one-half of the installation or tooling costs, adding enough to cover the withholding tax and Social Security deduction so that winners receive the full amount of their awards in cash.

## New Over-Carton Developed For Packaging Water Systems

A new shipping container has been designed by the Dayton Pump and Manufacturing Co. for "package" water systems.

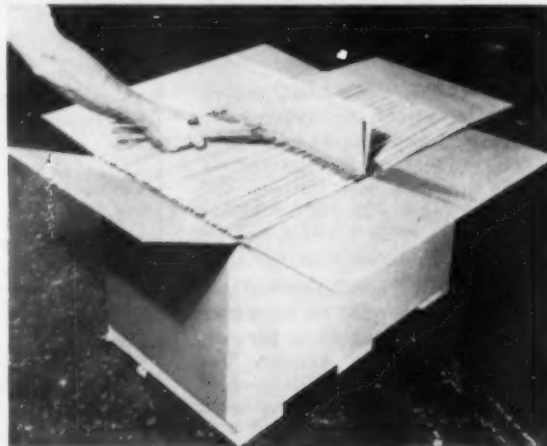
The new shipping carton was developed by the company's research and engineering department, headed by Vice President Kenneth R. Lung.

Patents are pending. It is a corrugated "over-carton" which may be placed like a hood, over the top of a Rapidayton water system (including pump and tank). It fits down over the unit as far as the wooden skid on which the water system has been mounted, permitting the ends of the horizontal tank to remain exposed. The over-carton is fastened in place by metal strapping.

The complete new carton weighs from 20 to 25 lbs. less than its predecessor. In appearance, it is not only more attractive, but protects the pump and motor from dirt and scratches.

Since the package is more compact and weighs less, it is easier to handle and requires less space in shipping. The container was produced to Dayton Pump specifications by the Container Corporation of America.

## New Containers Fill Rail Cars More Quickly & Handily



Above is a 2,000-pound corrugated Production-Pak used by A. O. Smith Corporation, Milwaukee, to ship welding electrodes. Just 20 of these containers, produced by Gaylord Container Corporation, are now needed to fill a car, whereas 800 fifty-pound boxes were used formerly.

According to spokesmen for Smith, the change in packaging makes handling, unloading, storekeeping, inventory control, stacking, distribution and standardization of purchasing much easier. The box is mounted on skids, and has a center divider and full overlap top. It is secured by three steel straps with metal protectors on the sides.



**COMPARE-**  
**WHATEVER THE JOB...**  
**LARGE OR SMALL...**

**REDCORE**  
**GUMMED TAPE**  
**DOES IT BETTER**

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PHILADELPHIA, PA. • FT. SMITH, ARK. • ATLANTA, GA.

## Traffic Tower

(Continued from Page 25)

fic department in the organizational setup.

Once the traffic department is organized it must set the policy and obtain top support for this policy, Foltz said. Thereafter a fixed procedure has to be set up so that the same methods are followed through within the entire organization.

Mr. Foltz pointed out that in dealing with freight costs the modern traffic manager does not just look at the actual money level of a freight rate, but has to go beyond it. On its face, certain freight rates may appear low but if accessorial costs like blocking, loading, unloading, interruption of operation, etc. are considered, the total cost of transportation and handling may look very different.

Therefore it is of primary importance that the traffic manager know his company very well, he added. With this approach, initiative and proper training the future traffic manager should be equipped to assume important responsibilities.



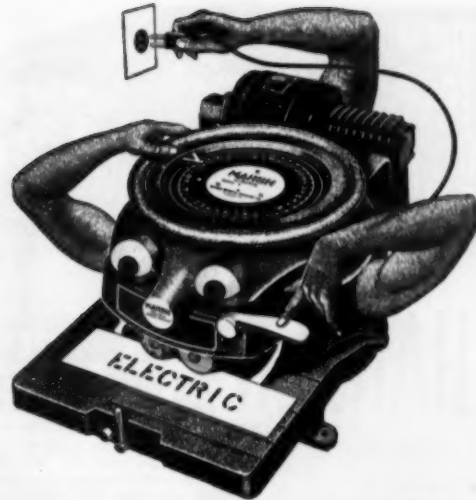
Left:  
Edward L. Hadley

UNDERWOOD CORPORATION has announced the appointment of Edward L. Hadley as general traffic manager. Mr. Hadley, formerly served as traffic manager of the company's typewriter plant at Hartford, Conn.

TOLEDO TRANSPORTATION CLUB elected the following officers on May 2: David J. Holmes, The Electric Auto-Lite Company, president; F. L. Shelton, Norwalk Truck Lines, first vice president; J. L. Robinson, New York Central Railroad, second vice president; C. H. Lorenz, secretary-treasurer. Executive officers for the coming year will be: Ralph H. Radabaugh, Toledo Scale Co.; Harley F. Walton, Woolson Spice Co.; Walter Lauer, Erie Railroad; and George Spencer, Red Star Transit.

KING SHIPPING CO. was formed recently by Charles S. Roth, Julius Solomon and Stanley Navarre, all of whom were previously with Majestic Shipping and Forwarding Co. Their headquarters are in New York.

## MARSHIAN SHIPS 50,000,000 PAIRS FOR INTERNATIONAL SHOE COMPANY



International Shoe Co., St. Louis, the world's largest, reports Marsh Electric Stencil Machines have increased operator output approximately 25%, over hand operated machines.

Fast, legible stencil marking will speed your product handling, too. Low cost Marsh Stencil addressing eliminates shipping losses and delays. 72

### FREE:

Stencil cut with YOUR NAME, ADDRESS; and "The Marshian Story." Clip this ad to business letterhead, with your name. MAIL TODAY!

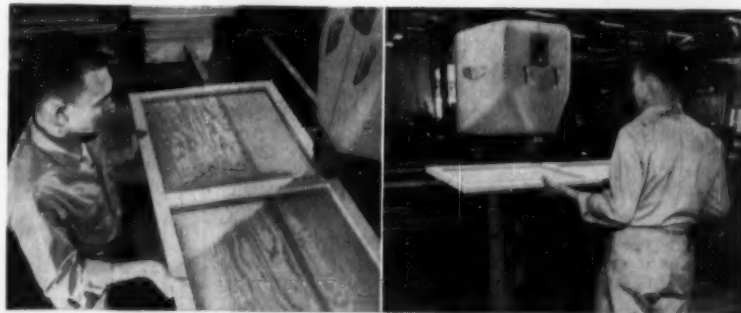
**MARSH STENCILS**  
DELIVER THE GOODS

MARSH STENCIL MACHINE CO. • 75 MARSH BLDG. • BELLEVILLE, ILL., U.S.A.



*Says:*

"AUTO-NAILER MAKES CLEATED BOXES  
MUCH FASTER THAN PREVIOUSLY POSSIBLE"



As soon as Amendment No. 1 to Federal Specification PPP-B-601 was published, Temco of Dallas, one of America's leading aircraft companies started making all their cleated plywood shipping boxes on their Auto-Nailer. They make 24 different sizes—using panels from 12 x 12 to 24 x 48 inches, changing from one to another in seconds. Auto-Nailer makes, drives and clinches 3 nails per second, so turns work out much faster.

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**THE MODERN WAY  
TO DO ALL KINDS  
OF TACKLING AND  
FASTENING JOBS**



**HANSEN**  
**ONE-HAND TACKERS  
and STAPLERS..**

**save  
TIME-  
STEPS-  
MATERIALS**

#### 1001 USES

- TAGGING, CARDING
- LINING CASES
- FELT PADS IN CRATES
- CASTER BAGS TO SHIPPING FRAMES
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**HANDLE SHIPMENTS FASTER** — move or store merchandise quicker — insure safe, secure packing and arrival — by equipping your Shipping Department with HANSEN one-hand TACKERS.

**36 MODELS—80 STAPLE SIZES**  
LIGHT WEIGHT, easy portability, compactness, balanced design, dependability. Take-up jaw for quick servicing — these features make HANSEN the "preferred" Tacker for all tacking and fastening jobs.

For BEST RESULTS use only genuine Hansen Staples in the BLUE BOX...



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...TODAY



### Traffic Management In Industry

by Leslie A. Bryan

Director, Institute of Aviation  
University of Illinois, Urbana

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"**N**OBODY in traffic, packing and shipping can complete a study of this book without enhancing his knowledge of this rich and complex field and getting a clear idea of how to set about solving its problems," writes "Shipping Management" of **TRAFFIC MANAGEMENT IN INDUSTRY**.

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## Private vs. Public Carriers

(Continued from Page 22)

operations from more efficient methods. We demand only the right to furnish our own facilities where we find them more efficient and more economical than those of public carriers. And we are the only ones who can answer that question to our own profit or loss.

This matter of profit and loss lies at the heart of competition, and it is competition that is the root of the success of our private enterprise system. Transportation is an essential ingredient in competition, because the improvement in transportation has in time broadened competition in making and selling goods. The lower the proportion of transportation costs to total costs, the greater is the area in which any enterprise can market efficiently, and thus the greater the number of enterprises competing in any area.

### Competition Keeps Prices Low

When we stop to remember that it is competition — including competitive transport — that has kept prices to the consumer low and thus raised consumption so high in this country, we realize that competition, while sometimes a pain in the neck, has also often been a kick in the pants to us just when we most needed it. For the free market, with all its pains and discomforts, remains the best insurance of progress for all of us. History argues that whenever government seeks to "equalize" treatment of various groups, it tends to do so not by lifting restrictions on any one group, but rather by extending the same or greater restrictions to others. We cannot have our cake and eat it, too; if this is what we seek, we may find, in fact, that we cannot have cake in the first place.

Most of the apparent desire for a greedy share of cake in the transportation business focuses on the efforts of public carriers to saddle private carriers with a greater degree of regulation. I think this is a shortsighted viewpoint. If for-hire and private motor carriers would realize that each fills an essential economic place in our American scheme of things, both groups would be better off. Perhaps in time both groups would come to realize that they really stand on common ground and this fact has escaped them simply because they have been standing back to back and looking out in opposite directions.

It seems to me it is time for them to face the same way and concentrate their united efforts more effectively on problems that affect the efficiency of all motor carriage: the woeful lack of adequate highways, restrictive weight laws, the pernicious growth of weight-distance taxes, and the mounting dangers involved in government's

entry into the gasoline business on too many of the highways we do have. These are problems that beset the entire industry and that also bear directly on the economic well-being of the public.

### Public Interest Twisted

Every motor carrier has a large stake in the improvement of our highway system. It is encouraging that President Eisenhower has taken a direct interest in this matter and has appointed General Clay to head a committee to study highway needs. All motor carriers have been accused of free rides on the highways, and our accusers have succeeded in convincing some legislatures that so-called weight-distance taxes are needed to correct the situation. Here again the public interest has been given a queer twist. The public interest in a good highway system for the needs of commerce is implicit in the Federal Constitution.

It is a strange phenomenon to maintain highways for commerce and then to say the vehicles of commerce cannot use them without punitive third-structure taxes piled on fuel taxes and registration fees. Our highway system benefits not only those who run trucks over it, but every community, industry, and farm located on or near it. The justice of asking the trucking industry to pay the entire cost of highways may be obvious to the uninformed and to those whose purposes are colored by their own interests. It does not seem obvious in the public interest, however. The destruction of reciprocity among the states resulting from the crippling effect of third-structure taxes and the hidden costs to all in this form of taxation threaten not only the motor carrier industry, but the public too. It is up to all of us to awaken the consumer to the implications of this punitive method of taxation with every legitimate means at our command.

### Need For 2 Types Still Exists

Private carriage arose in response to needs of business that could not be met economically by common carriage. Many of those special needs still exist, even though private carriers have shown themselves willing and eager to turn these functions over to common carriers when practicable. What is needed today is not less competition but more competition, for it is only competition that gives better value to the consumer, and this is the only ultimate insurance for survival of any of us. Both common and private carriers should realize the value of the functions each performs, and concentrate their united efforts on meeting their common problems. This way, I believe, lies a better and happier future for both groups; in any other way there lie only dissolution and disaster.

**JUST PRESS  
THE KEY and you  
know the postage!**

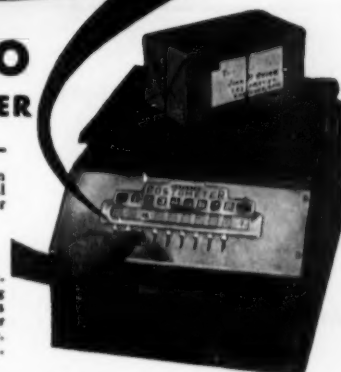
## DETECTO POST-O-METER

### • Saves Postage —

The package weighed on this Parcel Post Scale will not carry too many — or too few — stamps.

### • Saves Time —

Speeds mailing department flow. Ends weighing bottlenecks. Simply press the zone key. One figure shows the exact postage. No postage-due delays... ever!



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## How Do You Glue?

Obsolete glue-pot



or

modern **Glue-Fast!**



**\$17.50**

(11" model shown)  
(9" & 12"  
models available)

Ungummed labels are economical, but glue-pots are messy and wasteful! GLUE-FAST applies the exact amount of glue to ungummed labels for maximum Grip. GLUE-FAST increases efficiency . . . reduces Shipping and Labeling Department costs as much as 30%!

**10 DAY FREE TRIAL**  
No Obligation! Send request  
on business letterhead.

**Glue News**  
for NCR!

NCR (no carbon required)  
paper and labels can now be successfully glued with  
new GLUE-FAST glues!

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Manufacturers of  
label glues and liquid glues  
for every purpose.

# INDEX TO ADVERTISERS

American Excelsior Corp. ....	31
American Sisalkraft Corp. ....	19
Angier Corp. ....	24
Auto-Nailer Co. ....	27
Better Packages, Inc. ....	Back Cover
Better Shipping Manual ....	21
Derby Sealers, Inc. ....	23
Detecto Scales, Inc. ....	29
Gilman Paper Co. ....	17
Glue Fast Equipment Co., Inc. ....	29
Hansen Mfg. Co., A. L. ....	28
Marsh Stencil Machine Co. ....	27
McLaurin-Jones Co. ....	6
Pitney-Bowes, Inc. ....	2
Rexford Paper Co. ....	26
Shipping Management ....	5
Traffic Management in Industry ....	28

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Under this heading classified advertisements are accepted at the uniform rate of 25 cents a word, but no advertisement taken for less than 20 words with a minimum charge of \$5.00. Address all communications to Classified Department, SHIPPING MANAGEMENT, 425 Fourth Avenue, New York 16, N. Y.

### FOR SALE

PITNEY BOWES POSTAGE Meter, Model RTH handles mail, dispenses tape. New 1952. Excellent condition. The Tilden Company, New Lebanon, New York.

STORAGE OR WAREHOUSE for sale or rent. Ridgewood, Brooklyn — heavy floor load, high ceilings, loading platform. Approx. 25,000 sq. ft. consisting of 3 buildings, all inter-connected. Each floor approx. 3,000 sq. ft. All for sale, or will rent each building separately. Also, drive-in garage with office available. J. E. Dailey, 61-20 71st Ave., Ridgewood 27, N. Y. HE 3-3400.

### MISCELLANEOUS

DISTRIBUTOR, LONG ESTABLISHED and successful; calling on industrial trade in New York and New Jersey, selling a shipping room specialty, seeks additional line. Have own office and show-room, will provide attractive well located New York headquarters. Box 457, SHIPPING MANAGEMENT, 425 Fourth Avenue, New York 16, N. Y.

**READ SHIPPING MANAGEMENT**  
Every Month  
**TOPS IN THE FIELD!**  
\$3.00 per year

## Wire Stitching Machines

(Continued from Page 13)

solid fibre, etc.,—not pamphlet or bindery stitching.)

Some feel the fatigue of stepping on a pedal and depressing it is not sufficiently fatiguing to be of any consequence, while others feel that electrical actuation through a floor switch, which can be moved about to any convenient position, and requires only toe action, is superior.

You will find some Wire Stitchers equipped with ball bearings, others solid brass, bronze, or cast iron bearings.

Even the color of paint on Wire Stitchers, to some, is a factor; selecting colors which have no eye strain on the operator.

## Planned M-H Procedures

(Continued from Page 9)

Inland's highly organized materials handling operation also calls for complete records on such industrial trucks. These service records reveal maintenance costs on each unit and are reduced to a per-operating-hour figure. For example, the records indicate that the three platform trucks operate at a cost of 13 cents an hour.

In addition to the rain carrying group, Inland Steel Products Company also produces metal lath and accessories, metal trim, roof rack, and a number of specialty products including rural mail boxes, garden pick-up trucks, access panels, and louvers.

## News—Promotions

(Continued from Page 24)

ROBERT GAIR COMPANY, INC., has opened a new container plant at Atlanta, Ga., to meet the expanding demand for corrugated shipping containers in the southeastern states.



This is the new container plant of Robert Gair Company, Inc., in Atlanta, Ga.

The Atlanta plant comprises approximately 50,000 square feet of manufacturing and office space in a newly constructed building located in a new industrial development 5 miles northwest of the city. It is located on a railroad siding.



Groner



Wyche

Jack L. Wyche, formerly with Birmingham Paper Co. and Pollock Paper Corp., is acting manager. Leslie Cherry, who went to Atlanta after 16 years at Gair's plant at Martinsville, Va., is general foreman. R. W. Turner is personnel manager. Robert W. Groner, Jr., is southeastern district manager of container operations for Gair, covering the Atlanta and Martinsville plants.

## Dear Editor

Dear Editor:

I would like to take this opportunity to say how much I have enjoyed in the past the "Listen, Mr. Traffic Manager" articles by D. R. Dominie, and am writing in regard to the article in the May issue on incoming freight.

All our freight bills for incoming freight are turned over to the purchasing department to be certain the terms are the ones agreed upon regardless of whether they be freight, prepaid and charge, F.O.B. supplies plant or collect. It has been our experience to have been billed for freight charges by the transportation company even though the freight was prepaid. After it has been cleared by the purchasing department, we then check freight rates for accuracy. This additional step has saved us money.

Rocco P. Parella,  
Traffic Manager,  
International Paint Company, Inc.  
Union, N. J.

you  
can

Pack  
Anything with



SUPERIOR CUSHIONING

PADS & BLANKETS  
and save money, too!

PROTEX pads and blankets give you the maximum interior cushioning protection obtainable and fit virtually any product or assortment you can name! The cost is substantially lower than most other forms of interior cushioning and take only a fraction of the time to pack. Avail yourself of this important money-saving clean method of packing. The protection your products get is superb...resists all forms of shock and protects the finish of the product as well. Ease of packing, availability of ample supplies of packing material on hours notice are important too...you don't have to order far in advance of production or store supplies all out of proportion to their rate of consumption.

Consult us—Present your packing problems to us for complete package engineering design and service by experts. We will show you how to improve package performance and save money too!

WRITE, WIRE, OR PHONE US

AMERICAN EXCELSIOR CORPORATION

1000 N. Halsted St., Chicago 22, Illinois

NATIONWIDE SALES & DISTRIBUTION

# NIKE

# BAG SEALER

FROM  
LEMONS

TO  
LOCK  
NUTS

GOLF  
TEES

TO  
TURNIPS

IF IT'S  
BAGGED—  
SEAL IT  
WITH NIKE!

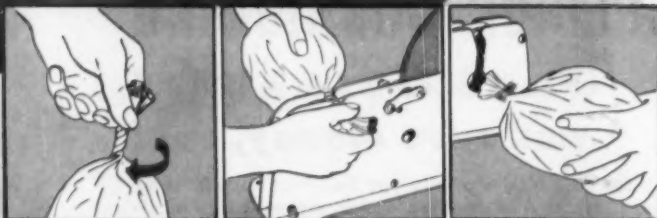
## FAST, LABOR SAVING TAPE-LOCKING DISPENSER FOR FILM BAGS

The NIKE is designed for sealing bags with special pressure sensitive tape. A single downward stroke eliminates the three or four steps formerly necessary. The automatic cut-off of a definite length strip, assures maximum economy of material.

The easy, one-motion operation saves labor.

### IMPORTANT INDUSTRIAL USES

The Nike Bag Sealer can be used to seal all sorts of merchandise or manufactured products in polyethylene bags. Air tight, moisture and dust proof seals provided for the widest possible range of products — baked goods, candy, toys, delicate electrical parts and components, assorted hardware, soaps, powders, detergents, meat and meat products, "do-it-yourself" manufacturers for small parts and hardware, — the list is varied and endless.



IT'S AUTOMATIC — IT'S FAST — ONE MOTION SEALS THE BAG  
twist the bag neck — push down in slot — all sealed!

Without adjustment, the NIKE may be loaded with either 60 yard or large triple size rolls of paper pressure sensitive tape. It's the only bag sealer with patented peripheral tape-centering roll guide—adjustable for tape widths from  $\frac{1}{4}$ " to  $\frac{1}{2}$ " ... vital moving parts of the NIKE are equipped with Oilite bearings, assuring long, trouble-free service.

**Better Packages, INC.**  
SHELTON, CONN.

The NIKE is made and sold exclusively by Better Packages, Inc., manufacturers of Counterboy tape machines. For demonstration and price, consult Better Packages' Regional Distributor in principal cities or write to Shelton.

\*Application for registration pending.

For free NIKE trial,  
reply on your letterhead to —  
Plant #2, 252 Canal St.  
Shelton, Connecticut